

ARLINGTON FINANCE COMMITTEE
MINUTES OF MEETING
TOWN HALL HEARING ROOM
2/25/13

ATTENDEES:

Bayer*		Jenkins	White	McKenna*
DeCoursey	Connors*	Simmons*	Gibian*	
Tosti*	Foskett	Deyst*	Ronan*	
Ferrara*	Beck*	Jones*	Deshler*	
Franclemont*	Howard*	Fanning*	Carman*	Turkall*

* Indicates present

VISITORS: ATED Members Angela Olszewski (Chair), Clarissa Rowe, Ted Peluso;
Electronic Voting Committee Members Eric Helmuth, John Leone; Uncle Sam
Committee Larry McKinney, Michael Ruggieri

MINUTES of 2/20/13 approved as corrected. Unanimous

ART 12 ELECTRONIC VOTING BYLAW; BoS will report.

ART 42 ELECTRONIC VOTING APPROPRIATION: This article will be moot if Art 12 does not pass. Helmuth supported by Leone reported that they had observed electronic voting systems in use in several communities. They described the technology. There were no problems. Town Meeting members like them. Helmuth stated that electronic voting would enhance Town Meeting. It could provide more info to community - who voted for what; who was present. There is a range of quality with several vendors. System could be rented w/ operator for \$13k for 10 sessions. System could be purchased for \$29k + \$2500/yr for license, batteries and operation by IT Dept. They will inquire about a lease-buy option. Can not do a real vote demonstration w/o bylaw change. VOTED \$10k to lease for one year with funds expended under direction of the Town Manager. Unanimous

ART 44 TOURISM SIGNS: Olszewski, using PPT slides (Ref 1) and supported by Rowe described ATED's efforts. The design contract, funded last year, has recently been signed. Directional signs are planned for Mass Ave entrance from Cambridge, Dallin Museum, Jason Russell House, Old Schwamb Mill, to help visitors find these places. They will be similar to the signs that Salem uses. She requested \$33k for manufacture and installation. She stated that this would be 12% of the meals tax revenue. Existing signs at the sites will not be affected. VOTED \$20k to be expended under the direction of the Town Manager. Unanimous. Note that the Warrant states \$20k so this is the most the FinCom can recommend.

ART 37 ATED BUDGET: Olszewski requested \$2225 (Ref 2) Voted \$2225 13-1

STM ART 3 VISITORS CENTER: Olszewski, using a map (Ref 3), described ATED's plans for a 12'x16' building to be located on Mass Ave in the small park where the Uncle Sam statue is located. Peluso has found a company in NH which offers a suitable building intended as a fancy garden shed for \$25k. He will visit the factory to verify quality. The building must be "temporary" since the Mass Ave-Pleasant St intersection is being redesigned. The CoC, Capital Square, Heights business communities are supportive. Hope to have in operation this summer.

VOTED to table. 12-2 Deyst to collect questions arising after the presentation for ATED to answer.

ART 45 UNCLE SAM COMMITTEE: McKinney, using a handout (Ref 4), requested funds to manufacture a site sign like the one at the Jason Russell House to explain the statue and be mounted beside it. He has a quote of \$2625 to manufacture & ship.

VOTED \$2000 to be spent under direction of Town Manager. 12-1.

COMMITTEE: Next mtg 3/4. Turkall provided a revised schedule for Feb, Mar, Apr (Ref 5). Foskett serving on Minuteman Tech Regional Agreement Subcommittee.

Peter Howard 2/27/13 Revised 3/4/13

cc FinCom Members, Town Web Site

Ref 1 ATED Presentation

Ref 2 ATED Budget

Ref 3 Visitors Center Location Map

Ref 4 Uncle Sam Sign

Ref 5 Hearing Schedule

[illegible]

VOTE SUMMARY-Budgets

#	Title	Date Heard	Date Voted	Amount	Vote Unlisted votes were unanimous
1	FinCom	2/20	2/20	11,656	
2	Board of Selectmen				
3	Town Manager	2/20	2/20	471,642	
4	Personnel				
5	Information Technology				
6	Comptroller				
7	Treasurer				
8	Postage				
9	Assessors				
10	Legal	2/20	2/20	453,346	
11	Town Clerk	2/20	2/20	253,159	
12	Registrar of Voters	2/20	2/20	56,140	
13	Parking				
14	Planning	2/20	2/20	353,368	
15	Redevelopment Board Rental Buildings	2/20	2/20	10,800 253,069	
16	Zoning Board of Appeals			21,230	
17	Public Works				
17g	Street Lights				
18a	Community Safety Admin			0	
18b	Police	2/20	2/20	7,199,322	
18c	Fire				
18d	Support				
19	Inspections				
20	Education				
21	Library				
22a	Health & Human Services				
22b	Veterans				
22c	COA				
23	Retirement				
24	Insurance				
25	Reserve Fund				=
W&S EF	Rev Exp				
Rec EF	Rev Exp				
Rnk EF	Rev Exp				
COA EF	Rev Exp				
Youth EF	Rev Exp				

Promoting Arlington



Creating a Destination

Way Finding

Visitor Experience

Warrant Article: Signage



ARTICLE 44 **APPROPRIATION/MANUFACTURE AND INSTALLATION OF THE FIRST PHASE OF HISTORIC SIGNS**

To see if the Town will vote to appropriate \$33,000. to fund the manufacture and then installation of the first phase of the historic signs, determine how the funds will be raised and expended; or take any other action related thereto.

(Inserted at the request of the Arlington Tourism and Economic Development Committee)

Warrant Article: Visitor Booth



ARTICLE 3 APPROPRIATION/TEMPORARY VISITOR CENTER AT UNCLE SAM PLAZA

To see if the Town will vote to appropriate \$25,000. to fund a temporary Visitor's Center for the Town to be located at Uncle Sam Plaza, determine how the money will be raised and expended; take any action related thereto.

(Inserted at the request of the Arlington Economic Development and Tourism Committee)

Investing in our Local Economy



- ❧ Asking the town to reinvest approximately 12% of the lodging / meals tax into promoting Arlington as a destination
- ❧ Return on investment:
 - ❧ Increased revenue from lodging / meals tax
 - ❧ Additional foot traffic for local businesses
 - ❧ More vibrant local economy; greater desire for new businesses and restaurants to locate here

Why Now?



- ❧ ATED outreach: interest, excitement, and momentum regarding the promotion of Arlington's assets
- ❧ Signage is the second step in a planned two year project
- ❧ ATED saw the visitor information booth as a priority

Signage



- ❧ Funds for design approved last year
- ❧ Beginning design process
- ❧ Funds this year to manufacture and install
- ❧ Increase visibility and direct visitors to our tourist sites
- ❧ Sites involved are excited about project

Visitor Information Booth



- ❧ Semi-permanent location
- ❧ Present a welcoming environment
- ❧ Create a destination: encourage bike path users to stop
- ❧ Gather data
- ❧ Volunteer training
- ❧ Provide information, recommendations for restaurants, retail, and theaters

Visitor Booth

Funding and Support

- ❧ Town makes initial investment
- ❧ ATED volunteer hours for planning, staffing, operations
- ❧ Seeking business community support for ongoing financial and staffing operations
- ❧ Grant opportunities
- ❧ Possible additional sources of revenue: sale of souvenirs, permits for programming on site
- ❧ Anonymous donor for video promoting town

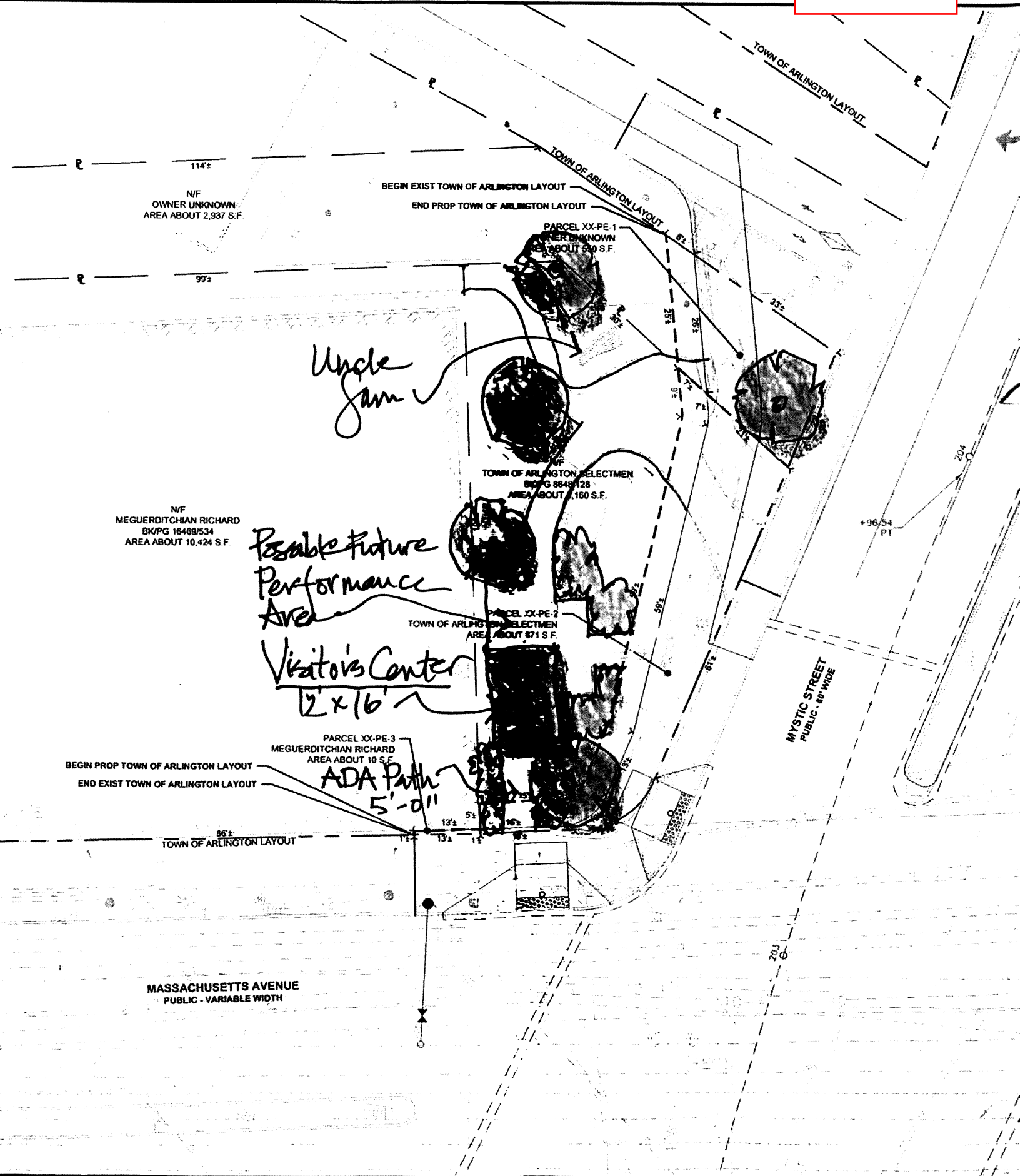
Companion Projects



- ❧ Coordinated promotion of Patriots Day weekend activities
- ❧ Arlington Alive Arts Festival, bringing together businesses, cultural community and the town (July 13)
- ❧ Website currently under development: arlingtonma.org
- ❧ Social media: follow us on Twitter @greetriders (Menotomy's Waiting)
- ❧ ATED members attend business group meetings and conduct outreach with businesses in each area of town

Arlington Tourism and Economic Development Committee (ATED) 1/22/13Preliminary Budget for Fiscal Year 2014

Website Webhosting and Domain Name Maintenance	\$250.00
Bunting for the ATED Booth	\$200.00
Yearly Events Budget	
Patriots Day Event at Town Hall	\$200.00
Town Day Expenses	\$50.00
Arlington Alive Art Festival on July 13, 2013	\$500.00
Greater Boston Convention & Visitors Bureau Membership	\$675.00
Programming and Supplies	\$150.00
Temporary Visitors Center supplies	\$200.00
<u>Committee Budget FY 2014</u>	<u>\$2,225.00</u>

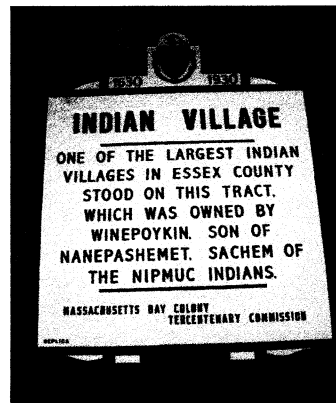


Uncle Sam's Bicentennial is 2013 It's Time To Give Sam Wilson Park a Sign That Everyone Can Read



At the center of the Town's tourism crossroads, Uncle Sam Park lacks a sign to identify it. More important, it's impossible to know who that person is from any distance ... and even if you get close, good luck in figuring out what the bas-relief is all about. Thousands of people walk, ride and skate by every day, ignorant of the story.

What to do? We can't paint *This Is Sam Wilson* on the base.



After a search, we located the company that owns the molds for the historical marker signs like the one at the Jason Russell House. The Indian Village sign was made for Marblehead last year. The design is identical, it can identify Uncle Sam Park as near the home of Samuel Wilson with a line to connect him to 1775 and how "Uncle Sam" actually came to be.

To;

The Uncle Sam Committee,

We have ownership of the pattern for the Tercentennial Committee markers for replacing those lost throughout the state. We would be happy to use our pattern to create a plaque which will replicate the look of that plaque to explain the statue of Uncle Sam.

Our price for a two sided plaque, in aluminum, with a ten foot pole for mounting will be \$2500.00 plus \$125.00 for shipping.

We have a limit for wording. I would suggest putting what you want to say together, then I will talk with the layout people to see what they can get to fit. Less is more when you want people to read what you want to say.

Please call or write with any questions.

Dan Moriarty

Colonial Brass Company

42 Connie St.

Taunton, MA 02780

508-947-1098

508-821-3504 f.

Satisfying customers since 1917

2013 Finance Committee Hearing Schedule
(02/25/13)

FEBRUARY 4 -
7:45-Town Manager Presentation

FEBRUARY 6 - NO MEETING

FEBRUARY 11 -
7:30-Retirement Warrant Articles
8:15-Water Bodies Article
8:30-Harry Barber Article

FEBRUARY 13
MEETING CANCELLED

FEBRUARY 18 - Holiday

FEBRUARY 20
7:45-Recycling Committee (Art.37)

FEBRUARY 25
7:45-Electronic Voting Articles
8:15-Tourism Articles & Committee
Appropriation
8:45-Uncle Sam Article

FEBRUARY 27

MARCH 4

MARCH 6

MARCH 11
7:45-Minuteman Budget Presentation

MARCH 13
7:45-Town Manager - Financial
Reorganization Discussion

MARCH 18
7:45-Capital Planning Committee

MARCH 20
7:45-School Budget Presentation

MARCH 25

MARCH 27

April 1

April 3

April 8

April 10